



# Aboriginal Ontario

## OPEN for Business

A Special Report on Economic Development



### Success Stories

- ▶ Guests at Lac Seul Resort can expect big pickerel
- ▶ Hopes, dreams and futures featured at career symposium
- ▶ Pogadakamagizowin home of NativeFabric.com
- ▶ IT career college serves youth
- ▶ Publisher knows words change world
- ▶ Wholesaling art allows Bell to concentrate on painting
- ▶ Wireless communications company
- ▶ Garden owner lives up to Mohawk name
- ▶ Store employs 14 band members
- ▶ Bay Street lawyer made leap of faith
- ▶ Silkscreener always learning
- ▶ Six Nations Writers share common goal
- ▶ Author faithful to her gifts
- ▶ Counsellor uses Aboriginal teachings
- ▶ Builder makes freedom accessible
- ▶ Recruiters based on Fort William First Nation
- ▶ Research important part of starting new businesses
- ▶ Museum exploring tourism

### Featured Writers

### Last Edition

### Business Resources

### Business Network

### Calendar/Events

## Last Edition

### Computer store focuses on personal service

SIX NATIONS — Wray Anderson is a writer, artist, musician, connoisseur of innovative computer technology and business owner.

For over nine years, Wray has operated iC SuperCOMPUTER, a fully vendor-authorized computer store.

“We focus on old-fashioned customer service here. It’s personal and something different than what the big box electronic stores have to offer. This kind of service is difficult to find in today’s competitive market,” Anderson said.

Over the last 20 years, Wray gained valuable experience through key positions with Rockwell International Aerospace, as a graphic artist; the 1984 Summer Olympics in Los Angeles, as a communications representative; a computer store, as a sales and service representative; a desktop publishing company, as an entrepreneur; and the University of California in Los Angeles (UCLA), as an Apple Macintosh service centre technician.

In the early '90s, Anderson returned to his homeland, the Six Nations of the Grand River Territory, bringing with him a strong desire to start a business. His technical, retail and creative experience served him well in preparing him for his business venture. He was eager to get started but found he could not get funding for his business idea.

Not wanting to let go of his dream, Anderson decided to strike out on his own and find funding for the business himself.

“Money was really tight and we had to be careful,” Anderson said. “It was a real struggle at times but we managed to establish the first official IBM, Compaq and Apple-authorized computer store based in First Nations territory.”

In addition to computer sales, Anderson has partnered with Kaela Montague of “Accelerated Computer Solutions” to provide professional computer and applications training workshops for various clients. They cover such topics as Understanding Your Computer, Bookkeeping, Music Production, Digital Photography, Web Design, Desktop Video, as well as Internet and e-mail set-up and tutoring.

iC SuperCOMPUTER has attracted an interesting array of clients, from lawyers to creative professionals such as filmmakers, musicians, graphic designers, 3D animators and photographers. Other customers include students, teachers, doctors and various businesses.

“Our strength really lies in our ability to offer professional technical support and service for state-of-the-art technology, software and peripherals,” Anderson said.

“We also design, install and service networks for our systems. We service what we sell.”



Wray Anderson, owner of iC SuperCOMPUTER displays a number of his vendor-authorized computer products.  
Darryl Styres

Anderson, who happens to be an Apple Macintosh enthusiast and an avid apostle of innovative technology, said, "We always try to have the latest and most advanced technology."

## Marketing Kit

The official business name for iC SuperCOMPUTER is Ithseronni Computers.

## Advertisers Index

Ithseronni is a word from the Mohawk language — one of the six tribes that make up the Six Nations of the Grand River — which means, 'to enhance something' or 'make something better.'


## Contact Us

iC SuperCOMPUTER is located at Johnson's Log Cabin Plaza on the Six Nations of the Grand River Territory along Highway 54 between Brantford and Caledonia, Ont.

## Home

The store conveys a unique contrast between rustic log cabin atmosphere and the sleek Silicon Valley finish of high tech computers filling its floor space. It may be a little out of the way, a little out of the ordinary, but it's definitely customer-friendly.

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